WHAT IS CLAIMED IS:

1. An adherent sheet material comprising at least one adhesive, non-raised region protected from inadvertent adherence to a contact surface, comprising:

a film having a front face and back face, said front face having a plurality of collapsible, non-adhesive protrusions extending outwardly from said front face and said adhesive, non-raised region disposed between said protrusions; and

a substrate layer bonded to said back face of film.

2. A sheet material according to claim 1, further comprising a contact adhesive disposed upon said non-raised regions.

3. A sheet material according to claim 1, wherein a compressive force of at least about 0.1 psi is required to collapse said protrusions.

4. A sheet material according to claim 3, wherein a compressive force from about 0.5 pounds per square inch to about 15 pounds per square inch is required to collapse said protrusions.

5. A sheet material according to claim 1, further comprising a number density of protrusions from about 10 protrusions per square inch of said film to about 175 protrusions per square inch of film.

6. A sheet material according to claim 5, wherein said density of protrusions is from about 50 protrusions per square inch of said film to about 150 protrusions per square inch of film.

7. A sheet material according to claim 6, wherein said density of protrusions is from about 60 protrusions per square inch of said film to about 90 protrusions per square inch of film.

8. A sheet material according to claim 1, wherein said protrusions having a height from about 0.01 inches to about 0.04 inches.

9. A sheet material according to claim 8, wherein each said protrusion having a protrusion base surface area from about 0.0007 inches to about 0.008 square inches.

10. A sheet material according to claim 9, wherein said protrusions having a center-to-center distance from about 0.05 inches to about 0.15 inches.

11. A sheet material according to claim 10, wherein said protrusions are dome-shaped and have a base diameter from about 0.03 inches to about 0.1 inches.

12. A sheet material according to Claim 1, wherein said film is high density polyethylene having a thickness from about 0.0003 inches to about 0.003 inches.

13. A sheet material according to claim 1, wherein said substrate layer is a member selected from the group consisting of flexible foil, fabric, plastic film and paper.

14. A sheet material according to claim 1, wherein said air venting channel is at least one aperture disposed within a plurality of said protrusions.

15. A sheet material according to claim 14, wherein said protrusions having at least one aperture disposed within a plurality of said protrusions.

16. A sheet material according to claim 1, wherein said substrate is bonded to said back face of said film with a laminating adhesive.

17. A sheet material according to claim 16, wherein said laminating adhesive having air vent channels.

18. A sheet material according to claim 17, wherein said substrate having air vent channels.

19. A sheet material according to claim 16, wherein said substrate under said protrusions is permeable and contains no laminating adhesive .

20. A sheet material according to claim 1, wherein said substrate having air vent channels.

21. An adherent sheet material comprising at least one adhesive, non-raised region protected from inadvertent adherence to a contact surface, comprising:

a film having a front face and back face, said front face having a plurality of collapsible, non-adhesive protrusions extending outwardly from said front face and said adhesive, non-raised region disposed between said protrusions, said film having a number density of protrusions from about 10 protrusions per square inch of said film to about 175 protrusions per square inch of said film; and

wherein said adhesive non-raised region having a peel force of at least about 0.3 pounds per linear inch.

22. A sheet material according to claim 21, further comprising a substrate layer bonded to said back face.

23. A sheet material according to claim 22, wherein said substrate layer is a member selected from the group consisting of flexible foil, fabric, plastic film and paper.

24. A sheet material according to claim 22, wherein a compressive force of at least about 0.1 psi is required to collapse said protrusions.

25. A sheet material according to claim 24, wherein a compressive force from about 0.5 pounds per square inch to about 15 pounds per square inch is required to collapse said protrusions.

26. A sheet material according to claim 22, wherein said number density of protrusion is from about 50 protrusions per square inch of said film to about 150 protrusions per square inch of said film.

27. A sheet material according to claim 26, said number density of protrusion is from about 60 protrusions per square inch of said film to about 90 protrusions per square inch of said film.

28. A sheet material according to claim 22, wherein said protrusions having a height from about 0.01 inches to about 0.04 inches.

29. A sheet material according to claim 28, wherein each said protrusion having a protrusion base surface area from about 0.0007 inches to about 0.008 square inches.

30. A sheet material according to claim 29, wherein said protrusions having a center-to-center distance from about 0.05 inches to about 0.15 inches.

31. A sheet material according to claim 30, wherein said protrusions are dome-shaped and have a base diameter from about 0.03 inches to about 0.1 inches.

32. A sheet material according to Claim 22, wherein said film is high density polyethylene having a thickness from about 0.0003 inches to about 0.003 inches.

33. A sheet material according to claim 22, wherein said film having air venting channels.

34. A sheet material according to claim 33, wherein said air vent channel is at least one aperture disposed within a plurality of said protrusions.

35. A sheet material according to claim 22, wherein said substrate is bonded to said back face of said film with a laminating adhesive.

36. A sheet material according to claim 35, wherein said laminating adhesive having air vent channels.

37. A sheet material according to claim 36, wherein said substrate having air vent channels.

38. A sheet material according to claim 35, wherein said substrate under said protrusions is permeable and contains no laminating adhesive .

39. A sheet material according to claim 22, wherein said substrate having air vent channels.

40. An adherent sheet material comprising a contact adhesive protected from inadvertent adherence to a contact surface, comprising:

a film having a front face and back face, said front face having a plurality of collapsible protrusions extending outwardly from said front face and non-raised regions disposed between said protrusions; and

said adhesive disposed upon said non-raised regions, said film having a number density of protrusions from about 50 protrusions per square inch of said film to about 150 protrusions per square inch of said film.

41. A sheet material according to Claim 40, further comprising a substrate layer bonded to said back face.

42. A sheet material according to Claim 41, wherein said substrate layer is a member selected from the group consisting of flexible foil, fabric, plastic film and paper.

43. A sheet material according to claim 41, wherein a compressive force of at least about 0.1 psi is required to collapse said protrusions.

44. A sheet material according to claim 43, wherein a compressive force from about 0.5 pounds per square inch to about 15 pounds per square inch is required to collapse said protrusions.

45. A sheet material according to claim 41, said number density of protrusion is from about 60 protrusions per square inch of said film to about 90 protrusions per square inch of said film.

46. A sheet material according to claim 41, wherein said protrusions having a height from about 0.01 inches to about 0.04 inches.

47. A sheet material according to claim 46, wherein each said protrusion having a protrusion base surface area from about 0.0007 inches to about 0.008 square inches.

48. A sheet material according to claim 47, wherein said protrusions having a center-to-center distance from about 0.05 inches to about 0.15 inches.

49. A sheet material according to claim 48, wherein said protrusions are dome-shaped and have a base diameter from about 0.03 inches to about 0.1 inches.

50. A sheet material according to Claim 41, wherein said film is high density polyethylene having a thickness from about 0.0003 inches to about 0.003 inches.

51 A sheet material according to claim 41, wherein said film having air vent channels.

52. A sheet material according to claim 51, wherein said air venting channel is at least one aperture disposed within a plurality of said protrusions.

53. A sheet material according to claim 41, wherein said substrate is bonded to said back face of said film with a laminating adhesive.

54. A sheet material according to claim 53, wherein said laminating adhesive having air vent channels.

55. A sheet material according to claim 54, wherein said substrate having air vent channels.

56. A sheet material according to claim 53, wherein said substrate under said protrusions is permeable and contains no laminating adhesive .

57. A sheet material according to claim 41, wherein said substrate having air vent channels.

58. A method for making an adherent sheet material having a film with protrusions, a contact adhesive protected from inadvertent adherence and a substrate bonded to said film, said sheet being adherable to a target surface only when pressed thereagainst, said method comprising the steps of:

a) coating a forming drum with a contact adhesive, said forming drum having a top surface, said top surface having a plurality of recesses therein, said coating step applying said contact adhesive to said top surface without bridging said recesses;

b) placing a piece of flexible film in contact with said contact adhesive on said top surface of said forming drum, said contact adhesive preferentially adhering to said piece of flexible film;

c) forming said piece of flexible film to create a plurality of protrusions extending into said recesses of said forming drum, said plurality of protrusions being registered with said contact adhesive;

d) coating said substrate with a laminating adhesive;

e) placing said substrate in contact with a back face of said film, wherein said laminating adhesive coating said substrate contacts said back face of said film;
f) joining said substrate and said film with pressure to form a bonded layer; and
e) removing said piece of sheet material together with said pressure sensitive adhesive from said forming drum.

59. A method for adhering a sheet material according to claim 1 to a target surface, comprising the steps of:

(a) positioning said sheet material on said surface with said front face in contact with said surface; and

(b) applying a pressure perpendicular to said back face of said film sufficient to collapse said collapsible protrusions, whereby said contact adhesive comes in contact with said surface.

60. A method according to claim 59, wherein said surface is a vertical surface.

61. A method according to claim 60, wherein said surface is a wall.

62. An article according to claim 1 and instructions for use, comprising

(a) positioning said sheet material on said surface with said front face in contact with said surface; and

(c) applying a force perpendicular to and across said substrate sufficient to collapse said collapsible protrusions, whereby said contact adhesive comes in contact with said surface.